Education Programs FY92

K -12

- Maintenance advertising in education magazines
    - Vertical Markets Focus
    - Special Offers for CDTV
- Pricing for Education / Consumer Promotions
- Support existing Amiga users
    - Presentations and speaking opportunities
    - Support local, regional and state shows

Higher Ed

- Campus Resale Programs
- Campus Road Shows
- Build on user base; define and create networks and applications

CDTV Marketing Programs
Education Channel

I. Program Descriptions

CDTV Direct

CDTV will be marketed direct to Library Associations, School Information and Media Centers and Public Libraries. There will also be a separate marketing promotion to Early Childhood, Daycare, Montesorri and Schools with grades K-4. Marketing approach will be to stress the value of the software, e.g. Grolier's Encyclopedia and the Discis series. CDTV will be positioned as a CD player with computer capabilities, with the added advantage that there are no computer skills or operating system commands to learn. CDTV has a proper price point to be used as a dedicated system that can easily be upgraded to full computer capabilities. This will allow us to sell upgrade kits and enhancements and also lead to the introduction of CDTV/P in the education channel.

Dealer Profits With CDTV

This program will stress the importance of a software display in selling CDTV to educators and consumers at a dealership or retail location. Dealers will be required to purchase a number of titles to display at their location. Titles selected for the display are the same as the titles listed in the CDTV Direct promotion. This will allow dealers to take advantage of the advertising and promotional activities that are occurring concurrently in the education channel. A number of local promotions and store-related activities are planned in conjunction with this program.

II. Marketing Activities

CDTV Direct

- Specially configured CDTV systems with Reference and Pre-school titles
- Mailings to National and Regional Library Associations
- Mailings to School Libraries
- Mailings to Early Childhood Centers and Pre-School Centers
- Advertising in Educational, Early Childhood and Library Magazines
- Promotional activities with Library Associations and Early Childhood centers

All direct activities include copies of letters and collaterals for local reseller advertising. Object of this part of the program is to generate interest and name recognition for CDTV while generating sales to targeted audiences.

Dealer Profits With CDTV

- Special pricing on Reference and Pre-school titles
- In-store display for CDTV titles
- Local promotions and dealer demos related to the CDTV Direct Program

Reseller programs are based on providing the CDTV titles that are being promoted in the larger, national and direct programs. Reseller participation would include the CDTV Point-of-Sale display, and an inventory of CDTV Reference and Pre-school titles.

Dealer profits will be generated by the sale of CDTV peripheral and add-on products and the sell-up programs that will be generated with the introduction of these products.

CDTV
Commodore's Interactive Compact Disc / Multimedia Player

Using CDTV for Dealer Profits

The Time is Right for Applications and Sales of CD-based Products

- ❑ The introduction of CDTV has stimulated both interest and demand in the consumer and educational channels. Advertising and claims by less able, more expensive, competing CD technologies will only further energize these markets and advance the capabilities of CDTV in these channels.

- ❑ There is already a high acceptance of CD-based technology in the education marketplace, especially in the areas of information access and in Early Childhood learning activities. Driving education sales has traditionally meant increased sales in the consumer-related channels.

- ❑ Audio Compact Discs and related formats (CD+G and CD + MIDI) have been adopted by both consumer and education channels. Compact Disc technology carries with it the perceptions of being of high quality and long-lasting. There is also the ease-of-use factor implied in the plug and play nature of CD players.

- ❑ Multimedia applications, self-enrichment and home entertainment uses are all reasons for educators and consumers to consider using CD.

These are all reasons why educators and consumers will buy CD products. Why should they consider Commodore's CDTV?

CDTV - The Commodore Advantage

CDTV *Selling Points*

- Full computer capabilities with no computer skills needed to operate. Uses a familiar TV remote device.

- Based on proven Amiga technology for vivid colors, exciting graphics, sound and animations. True Interactive Multimedia.

- Plays standard Audio CDs, CD+G, Digital Sound and MIDI. Ability to mix sound and graphics. Easy to use on-screen interface.

- Uses existing TV or other projection equipment - No added cost.

- Serial, Parallel and Amiga disk drive connections. Accepts keyboard and mouse. Audio ports with MIDI in and out.

- Software includes an Encyclopedia, Dictionary, World Atlas and United States Atlas complete with illustrations and sound.

- More than 100 available titles in a wide range of subject areas.

- With software enhancements such as AmigaVision, CDTV becomes the ultimate learning tool.

CDTV *Benefits*

- Can be used by novices. Easy to use. More time can be spent on learning rather than on learning how to use CD devices.

- More than a "smart toy." Multimedia and multisensory capabilities enhance learning and creative activities.

- Can be used as a CD player and for music instruction. CD + MIDI is a unique use for other creative music applications in both the home and school.

- Easy attachment to existing equipment for individual or group presentations.

- CDTV has the same capabilities as an Amiga. Coherent upgrade path for enhancements and add-ons.

- Compare to the cost of paperbound editions for schools and libraries. Complete Electronic Reference Series for home and school.

- CDTV can be used in a variety of classroom situations.

- Digital pictures and sound in combination with control of laserdiscs makes classroom as well as business presentations come alive.

CDTV
Commodore's Interactive Compact Disc / Multimedia Player

CDTV Technical Information - Quick Reference for Sales Presentations

❑ ***Titles***

More than 100 available titles in Reference Skills, Education, Early Childhood Learning, Music and Entertainment. Intelligent use of Amiga Multimedia techniques to provide exciting graphics and sound.

• Many CDTV titles are priced lower than the computer version. 100 more titles planned for 1992.

❑ ***Audio***

• Plays all CDTV, Audio CD and CD+Graphics disks; has MIDI capabilities. Each CDTV disc has the capability to store about 28 hours of AM quality sound. Unlimited number of languages with FM quality sound.

• Outstanding stereo specs as well. Headphone jack is included on front panel for personal listening. Easy to use, on-screen, programmable, user control panel for Audio CDs and CD+G.

❑ ***Video***

• CDTV supports Analog and Digital RGB for crisp monitor displays, as well as Composite (NTSC) and Component (Y-C / S-VHS and Hi8) video formats. RF Modulated for easy connection to standard TVs.

• Optional Genlocks provide CDTV, Video or Mixed (Overlayed) source signals that can be software controlled; Interlaced and Non-interlaced modes.

❑ ***CD-ROM***

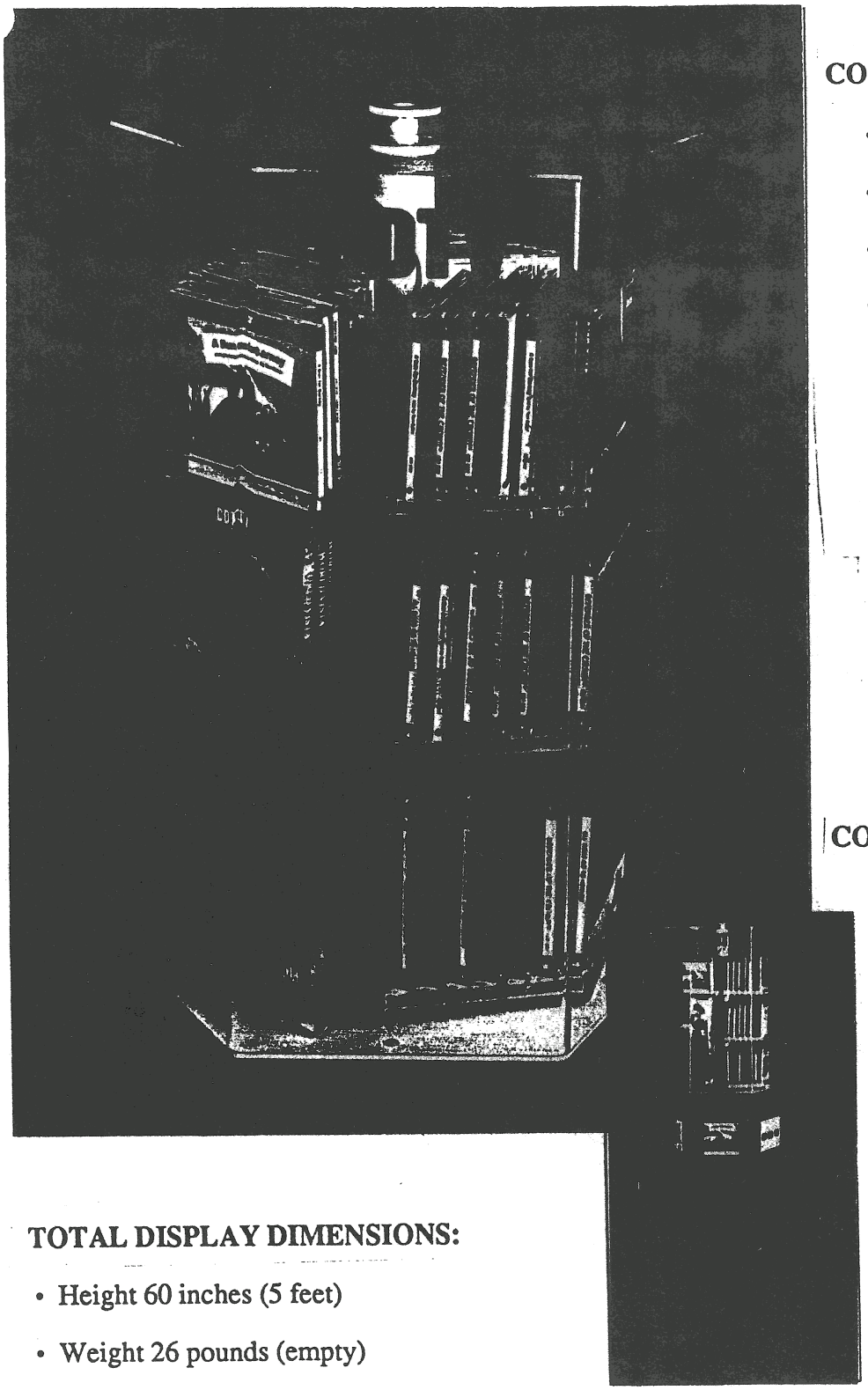
• Supports ISO-9660 standard
• 540 MBytes data capacity stores equivalent of
  - 1800 low density floppy disks
  - 250,000 pages of typed text
  - 28 hours of monoaural (AM) quality audio
  - several thousand photo quality images

❑ ***Key Points***

• CDTV has Amiga capabilities and expandability. CDTV uses proven Amiga Multimedia technology. This is not a dead end single-purpose machine. CDTV is extremely versatile and can be used to meet a number of educational or consumer needs.

• Turn CDTV around. Serial, Parallel and External Disk Drive Interfaces; Keyboard and Mouse connectors; MIDI In and Out. Everthing is there. Compare these features to the competition. CDTV comes out on top.

CDTV POINT OF SALE TITLE DISPLAY



COUNTER DISPLAY

- Clear acrylic - hexagon shape (1/8")
- Locking door
- Manually rotating title display
- Display will hold 63 small "jewel" cases or 21 "long" boxes and 21 "jewel" cases

Dimensions:

- Height 23.5 inches
- Width 16.5 inches
- Depth 14.5 inches
- Weight 11 pounds

COUNTER DISPLAY STAND

- Allows Counter Display to be free standing
- Black acrylic - hexagon shape (1/8")
- Attaches to Counter Display
- Locking door to warehouse additional titles
- 3 windows to display jewel cases

Dimensions:

- Height 36.0 inches
- Width 17.5 inches
- Depth 15.0 inches
- Weight 15 pounds

TOTAL DISPLAY DIMENSIONS:

- Height 60 inches (5 feet)
- Weight 26 pounds (empty)

Commodore®

/==========/==========/========

12-Dec-91

This is a one-time purchase of display materials. Replacements are purchased at regular dealer pricing.

CDTV - Dealer Display

	Product Number	Lvl2 Dlr Cost	List Price	Std Cost
CDTV Player	CD1000	$600.00	$999.00	$438.50
incl Grolier's & Lemmings				$21.48
CDTV Reference Set				
American Heritage Dictionary	CDT7501	$41.97	$69.95	$24.98
American Vista Atlas	CDT7508	$47.97	$79.95	$36.48
Grolier Encyclopedia	CDT7003	(incl)	$395.00	$21.87
World Vista Atlas	CDT7506	$47.97	$79.95	$36.48
Early Childhood Set				
Tale of Peter Rabit	CDT2513	$35.97	$59.95	$25.68
Scary Poems	CDT2514	$35.97	$59.95	$25.68
Benjamin Bunny	CDT2520	$35.97	$59.95	$25.68
Paper Bag Princess	CDT2511	$29.97	$49.95	$21.48
Thomas' Snowsuit	CDT2512	$29.97	$49.95	$21.48
Mud Puddle	CDT2515	$29.97	$49.95	$21.48
Moving Stomach Ache	CDT2521	$29.97	$49.95	$21.48
Heather First Home Run	CDT2522	$29.97	$49.95	$21.48
Cinderella	CDT2523	$29.97	$49.95	$21.48
Long Hard Day at Ranch	CDT2524	$29.97	$49.95	$21.48
My Paint	CDT2516	$23.97	$39.95	$16.48
Snoopy Missing Blanket	CDT3533	$29.97	$49.95	$21.48
Caddy 2-pack (6 @ $10.00 ea.)	CD-1400	$60.00	$89.94	$60.00
Plexiglas Display / Countertop	POS-	$75.00	$159.50	$84.50
Shipping at 1%		$12.45	$24.93	
CDTV POS Demo(when avail)	POS-	$0.00	$0.00	
Total Price		$1257	$2518	$990
C= cost *1.3		$1287		
Promotion Price		$1259		

School Library Direct
Dealer Replacement System

	Product Number	Lvl2 Dlr Cost	List Price	Education Price
CDTV Player incl Grolier's & Lemmings	CD1000	$600.00	$999.00	$630.00
CDTV Reference Set				
American Heritage Dictionary	CDT7501	$41.97	$69.95	$44.07
American Vista Atlas	CDT7508	$47.97	$79.95	$50.37
Grolier Encyclopedia	CDT7003	(incl)	$395.00	$0.00
World Vista Atlas	CDT7506	$47.97	$79.95	$50.37
Caddy 2-pack	CD-1400	$10.00	$14.99	$10.50
Shipping at 1%		$7.38	$16.24	$7.75
Total Price		$755	$1655	$793
Level 2 Cost + 25%		$944		
Promotion Price		$949	$706	

Early Childhood Direct
Dealer Replacement System

	Product Number	Lvl2 Dlr Cost	List Price	Education Price
CDTV Player	CD1000	$600.00	$999.00	$630.00
Early Childhood Set				
Tale of Peter Rabit	CDT2513	$35.97	$59.95	$37.77
Scary Poems	CDT2514	$35.97	$59.95	$37.77
Benjamin Bunny	CDT2520	$35.97	$59.95	$37.77
Paper Bag Princess	CDT2511	$29.97	$49.95	$31.47
Thomas' Snowsuit	CDT2512	$29.97	$49.95	$31.47
Mud Puddle	CDT2515	$29.97	$49.95	$31.47
Moving Stomach Ache	CDT2521	$29.97	$49.95	$31.47
Heather First Home Run	CDT2522	$29.97	$49.95	$31.47
Cinderella	CDT2523	$29.97	$49.95	$31.47
Long Hard Day at Ranch	CDT2524	$29.97	$49.95	$31.47
My Paint	CDT2516	$23.97	$39.95	$25.17
Snoopy Missing Blanket	CDT3533	$29.97	$49.95	$31.47
Caddy 2-pack	CD-1400	$10.00	$14.99	$10.50
Shipping at 1%		$9.82	$16.33	$10.31
Total Price		$991	$1650	$1041
Level 2 Cost + 25%		$1239		
Promotion Price		$1259	$391	

this document was
generously
contributed by

randell jesup

scanned by:
www.commodore.international